



## ***CURRICULUM VITAE***

Sue Nelson  
Total Aquatic Programming  
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### **PERSONAL INFORMATION**

Date of Birth: 07/031947	Place of Birth: Danville, Il. USA
Citizenship: United States	Passport: Expires 2022
Sex: Female	Marital Status: Married 56 years
Spouse's Name: Mick Nelson	Children: 3

### **EMPLOYMENT HISTORY**

1964 - 1965	Danville Floral Company
1966 - 1966	Rockford Insurance Company Memorial Hospital of Carbondale
1972	Formed Nelson's Turtles Swim Club
1973	Financed, designed and built 12,500 square foot Aquatic Facility.
1974	Formed Nelson's Swim & Sports Supply, a pool supply and consulting corp. with over 700 pool customers and 2 locations. Consulted on design for over 50 facilities in USA and Mexico
1984	Formed/changed Nelson's Turtles to a 501.c.3 Non-profit corporation
1994	Formed WaterWay Therapy (Out-Patient Aquatic Physical

	Therapy Center) a sub-S corporation
1996	Formed Water Wellness Foundation a 501.c.3 Non-profit corp.
2002	Formed Poolside Health and Wellness Center a designed built 30,000 square foot Aquatic Center
2004 - 2019	Aquatic Specialist - USA Swimming
2020 – current	Principal of Total Aquatic Programming. LLC

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### **EDUCATION**

1962 – 1965	Danville High School
07/03/2002	Bachelor’s Degree – Exercise Science – Rochville University (Life Experience Degree)
	American Red Cross: Water Safety Instructor, Basic First Aid and Swim Coaches Safety Course Certified, Adult & Infant CPR Certified
	Swim America Program Director- License holder
	Starfish Aquatic Institute- Instructor and Trainer
	Certified Child Development Specialist by State of Illinois
	Charter Member of USA Swimming Attended 27 USAS Conventions.
	ASCA Level 4 Certified Coach – 850 hours of CEC’s
	Swim America Charter Member – certified program director and own SA license.
1980-84	National Swim School Association Charter Member and Board of Directors
	Member of USA Swimming since its beginning.
	Committee member USA Swimming (various task forces and committees)
	Aquatics Exercise Association – helped develop standards
	Aquatic Therapy and Rehab Institute – Standards Committee
	Water Safety Council of America (Charter Members & Board of Directors)
	33 years’ experience as Senior & Age Group Coach

## **PROFESSIONAL ACHIEVEMENTS**

Swim America Charter Member – certified program director and own SA license.

- 1980-84 National Swim School Association Charter Member and Board of Directors  
Member of USA Swimming since its beginning. Attended USAS Conventions.
- 1994-1998 Central Zone Coaches Chair and member of USA Board of directors  
Committee member USA Swimming (various task forces and committees)  
Aquatics Exercise Association – on writing committee for training manual  
Aquatic Therapy and Rehab Institute – helped developed standards  
Water Safety Council of America (Charter Members & Board of Directors)  
33 years' experience as Senior & Age Group Coach  
Past Board Member of the Illinois AAU and Illinois Swimming Inc.
- 1994 Developed Water Way Therapy's trademarked 3 -Step Action Plan  
"Total Body Concept".  
Ranked in the top 10 ASCA coaches in the nation in experience and Educational credits.

## **HONORARY COACHING POSITIONS**

- 1988-1989-1990-1991 – Team Manager/ Coach for the Illinois All Star Team  
1988-1989-1990-1991 – Team Manager/Coach for the Illinois Central Zone  
Championship Team  
1987-1988-1989-1990 – Team Manager for the Illinois Junior/Senior National  
Athletes Camp.  
1992 & 1993 Coach for the Indiana Junior/Senior National Athletes  
Camp  
1992 - Coach member of the USS Swimming's elite athletes  
Gold Camp held at the Olympic Training Center in  
Colorado Springs, Co

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### **PROFESIONAL PRESENTATIONS AND CLINICS**

1993	Midwest Coaches Clinic,
1993	ASCA National Age Group Clinic
1994	Michigan LSC Clinic
1994 - 1997	ASCA World Coaches Clinic
1995	Wyoming LSC Clinic
1996	USS National Age Group Coaches Conference
1997	ATRI (Aquatic Therapy and Rehab Institute) World Symposium
2003 to 2015	Medical Based Facilities Expo
2004 to 2014	National Parks & Recreation Convention, Athletic Business National Convention, United States Aquatic Sports Convention, Aquatic Therapy & Rehab Symposium, Aquatic Exercise Association, World Clinic, Indiana Swim Expo
2005 -2019	Central States Coach's Clinic, Eastern States Coach's Clinic, ASCA World Clinic, Medical Fitness Association National Symposium, Athletic Business Conference National Symposium, Western States Coach's Clinic, Build-a-Pool Conferences, ASRAE World Conference.
2006 - 2020	Speaker at over 70 National Aquatic Clinics and Conventions
2010 – 2020	Conducted 72 Regional "Build a Pool" Clinics and 10 "Saving Pools Saves Lives" workshops in 41 states.

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### **PERSONAL ACCOMPLISHMENTS AND INTRESTS**

In 1991 the Turtles Club was awarded the "#1 in '91" national award by US Swimming for being the #1 small club in the nation for offering services to its members.

In 1992 the Turtles Club was awarded a similar honor, the "Will it be you in '92" national award, this time in the mid-size club category  
Co-authored book for USA Swimming distribution on "how to build a pool".  
Consulted with literally hundreds of coaches and aquatic professionals on phone and in person regarding the "business" of building and operation an aquatic facility.

2002 - designed and remodeled existing 12,500 pool into a modern 30,000 sq. ft. multi use fitness and aquatic facility - project cost 3.5 million dollars. Experienced in handling multiple cost centers and currently responsible for a \$2,200,000.00 annual budget.

- Experienced in dealing with Architects and Design & Build Contractors
- Experienced in working with professional pool consultants
- Experienced in working with pool equipment distributors and manufacturers
- Experienced in management and formation of 501.c.3 Non-profit organizations.
- Experienced in working with and presenting to Park Districts and Government Agencies.
- Experienced in design and development of both small and multi-functional aquatic facilities.
- Experienced in development of business plans and proformas
- Experienced in working with boards and financing entities.
- Experienced in program design including but not limited to: Competitive swimming
  - Competitive diving
  - Synchronized Swimming
  - Learn to swim
  - Adult Exercise – Aquatic and Land based
  - Special Populations Exercise
  - Aquatic Therapy both private based and Medical Based

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In 2004 was hired by USA Swimming to create the Facilities Development Department to assist in the building, renovation, and programming of facilities and pools. Currently Director of Facilities Development Department.

- 2009 – authoring textbook for Human Kinetics on facility development and design.
- Since 2004 has been directly involved in the business and project planning for over 181 new facilities in the USA.
- Presented at over 70 National Aquatics Conventions since 2004.
- Created both the National and Regional Build a Pool Conferences.
- Assisted in the business planning and management and program creation for many projects throughout the country.
- Work with every major aquatic manufacturer and organization to benefit USA Swimming club projects.
- Authored multiple published articles for Athletic Business Magazine, Aquatics International, AKWA, ASCA, AQUA Magazine, and others.
- MAHC aquatic code national committees (Member)
  
- Consult with many national organizations including:
  - NSPF – National Swimming Pool Foundation
  - ATRI – Aquatic Therapy and Rehab Institute
  - AEA – Aquatic Exercise Association
  - Starfish Aquatics Institute
  - American Red Cross
  - CDC and the Model Aquatic Health Code (MAHC)

### **SPECIFIC QUALIFICATIONS**

- Was contracted by NDPA and CPSC to write the Aquatic Resource Manual as part of the Drowning Prevention Plan.
- Worked along side the USA Swimming Foundation to create the Make A Splash Initiative.
- Was part of the team that wrote the Children with Challenges manual and the online course. The team members were USA Swimming Foundation, Aquatic Therapy & Rehab Institute, and Starfish Swimming.

- Helped developed the network of drowning prevention advocates and assisted with the development of “The Drowning Report”.

### **SUMMARY STATEMENT**

The evolution of my career has grown from simply learning to swim to be safe and having fun in the water to working with aquatic facilities of all sizes to be functional and sustainable. The 4 pillars for a sustainable facility model allows me to work closely with aquatic professionals to make sure they keep evolving and not stand still in their professional growth.